

**SYSTEM AND METHOD FOR IDENTIFYING A MARKET
BY PROJECTING DEMAND AND IDENTIFYING SUPPLY**

ABSTRACT

A market for used vehicles is identified for a particular vehicle category. A group of
5 dealers are selected who have a high likelihood of buying units of the products. To identify a
market, inventory data is collected from each of a group of dealers within a region on a
recurring basis. A dealer profile specifying the business rules for managing the inventory is
obtained or produced for each dealer. A supply of products is determined by collecting
inventory data from suppliers, such as automobile leasing companies and dealers with surplus
10 inventory. The demand for products is determined by comparison of the dealer profile for
each vehicle category to the actual inventory for the corresponding vehicle category and/or to
the sales history for the product. The data for each product unit is expanded by reference to
third party data bases by use of the vehicle identification number. The data thus collected
and produced is aggregated for all of the dealers such that there is a composite representation
15 of the demand for each vehicle category. For each vehicle category having a substantive
supply and demand, a market is identified. Participants for this market are those dealers who
have a significant demand for the products in the market category. The dealers are invited to
a market which is called for the particular vehicle category. Multiple vehicle categories may
be combined in one market. As a result, a highly efficient market is organized that is directed
20 to one or more specific vehicle categories that are of high interest to a specified group of
dealers and suppliers.